ITED STATES PATENT AND TRADEMÅRK

Application No. 09/540,214 Attorney Docket No.: 00-006

Applicants: Walker et al. Application No.: 09/540,214 Filed: March 31, 2000 METHOD AND APPARATUS FOR For:

CONDUCTING A TRANSACTION **BASED ON BRAND**

INDIFFERENCE

Customer No. 22927

Group Art Unit: 3622

Examiner: Arthur D. Duran

(703) 305-4687

(703) 872-9326 /fax

AMENDMENT AND RESPONSE

to the Non-final Office Action Mailed August 29, 2002

(Paper No. 8)

Attorney Docket No. 00-006

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope with sufficient postage and addressed to: Assistant Commissioner for Patents, Washington, C. 2023

March 3, 2003.

Dated: March 3, 2003

ronika S. Leliever

Assistant Commissioner for Patents Washington, D.C. 20231

Dear Examiner:

POUP 3 2003 EL In response to the Non-Final Office Action mailed August 29, 2002, (Taker No. 8), entry of the following amendments and consideration of the following remarks into the above identified application are respectfully requested.